

How to Expand Your Business?

In this web world, everyone wants to increase their web presence just because Internet users are increasing day by day and everyone wants to connect with each other & finds everything on the web.

- ❖ In this digital age, you must have a website, if not then get one developed which won't cost much (We can help you).
- ❖ Spend some time optimizing the website to rank better in the search engines which is called Search Engine Optimization (SEO).
- ❖ Once done you can start spreading the word about your business online on various places like blogs that are relevant to your business and where you think your customers/clients may be.
- ❖ You can go to relevant forums; you can participate in the Question/Answer website like Quora.
- ❖ Start blogging (on weekends or you can hire a freelancer or WE can also help) and start capturing emails of the users reading your blog.
- ❖ With already existing customer emails and the ones you captured on your blog, you can start email marketing.
- ❖ You can try referral marketing which works very well for some businesses.
- ❖ Create a page on Facebook, Twitter, LinkedIn, Instagram, Pinterest, and engage with your audience. You can post customer Testimonials, videos while you are giving video testimonials. Try as many images/videos you can post on a regular basis.
- ❖ You can also start a pay per click campaign on google search which can give you great results. You can also use Facebook ads for branding by spending few bucks.
- ❖ You can have an online reservation system integrated on your website where users can book a particular slot so they don't have to wait at your business.
- ❖ Provide them discount coupons initially to make sure that they become repeat users.
- ❖ Ask for customer feedback. Make a list of what they liked and what not so that you can improve upon it.
- ❖ You can also ask users to like your Facebook page and put a review using your free wi-fi at your business.
- ❖ Hope all these points may help your business. Please let me know if you have any questions or if I may help you anyway in expanding your small business.
- ❖ If you need any help regarding marketing your business then, please do get in touch

Afluex Multiservices LLP is specialized in offering custom software development, web designing, web development, Mobile App Development, Digital Marketing Service, SEO Services, etc to a large number of its clientele. The professionals at Afluex closely with its clients so that a better understanding can be developed. The company keeps on adding talented employees in the organization that understands the latest technologies in a broader and empowered way. The company aimed at offering the best leverage solutions to its clients that will help them in expanding their businesses in the challenging world.

Our Service Process Enables You To-

- ❖ **Boost ROI**
- ❖ **Improve customer satisfaction**
- ❖ **Augment predictability**
- ❖ **Zero down risks of project failures**